



MAKING GLOBAL LOCAL
U.S. TRADE AND DEVELOPMENT AGENCY

A Guide for Partner Organizations

2016

Introduction

USTDA's Mission Statement:

The U.S. Trade and Development Agency helps companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding project planning activities, pilot projects, and reverse trade missions while creating sustainable infrastructure and economic growth in partner countries.

The Agency currently generates \$85 of U.S. exports for every dollar it programs. Last year alone, we identified over \$3 billion of U.S. exports directly attributable to our past activities.

Making Global Local Overview:

USTDA launched Making Global Local on World Trade Day in 2012 to connect more U.S. companies to the Agency's export promotion programs by forming strategic partnerships with key state and local trade promotion organizations like yours. Making Global Local has since grown into the largest domestic outreach campaign in USTDA's history.

The Agency's project preparation activities give its overseas partners the opportunity to identify U.S. technologies and services that can help them attract financing and develop sustainable infrastructure. This fosters economic growth and facilitates local, regional and global trade. USTDA's activities also provide U.S. companies with access to leading infrastructure project sponsors around the world.

USTDA's reverse trade missions have proven to be an effective tool for establishing such connections. These visits bring foreign decision-makers to the United States to introduce them to the design, manufacture and operation of U.S. products and services. These strategically planned visits present excellent opportunities for U.S. businesses to establish or enhance relationships with prospective overseas customers. In 2015, USTDA offered 697 U.S. firms the opportunity to meet with foreign decision-makers during 32 events across 69 American cities.

This guide will assist you in maximizing the benefits of your partnership with USTDA. Specifically, you will learn how to:

- Co-host events with USTDA
- Highlight local industries to bring reverse trade missions to your community
- Share market intelligence and Trade Leads
- Cross-promote events and conduct media outreach
- Engage through social and digital media

Co-hosting Events with USTDA

Making Global Local members are invited to participate in:

- USTDA and U.S. government events, roundtable discussions, webinars and conference calls
- Receptions, meet and greets, site visits and business briefings with foreign delegations visiting communities across the United States through the Agency's reverse trade missions and study tours

If your organization is hosting an event regarding international trade, overseas infrastructure development and/or exports, consider USTDA as a participant. The Agency can join you in the planning process, recommend subject matter experts, and even provide an event speaker. Furthermore, thanks to the Agency's membership in the U.S. government's Trade Promotion Coordinating Committee (TPCC), USTDA can potentially recruit fellow TPCC agencies such as the International Trade Administration or the Export-Import Bank of the United States to attend your event.

The next time you are planning an event, give us a call or send us an email. Ashley Chang, USTDA's Director of Public Engagement, is your primary point of contact for event co-hosting. She can be reached at 703-875-4357 or achang@ustda.gov.

Highlighting Local Industries

In order to more effectively plan and coordinate USTDA reverse trade missions, the Agency created a [Business Case Form](#) to gather information about our partners' local industries. We are also developing tailored approaches at the city and state levels that take the geographic, cultural and economic traits of various business communities into account.

One of the best ways you can bring a reverse trade mission delegation to your region is by completing the Business Case Form found on the Making Global Local section of our website.

On the form, you can indicate important features of your region such as:

- Major industry clusters
- Top exports
- Export destinations
- Trade associations or trade shows held in your city
- Key local companies (including small businesses)
- Potential site visit locations

To access the Business Case Form, visit <http://www.ustda.gov/makinggloballocal> and click on the [Partner Resources](#) tab.

Trade Leads & Sharing Market Intelligence

USTDA's [Trade Leads](#) and [Market Intelligence](#) contain real-time information on procurement opportunities in emerging markets. Advertised tenders are either the result of previous USTDA-funded activities or they have been provided to the Agency by its network of partners overseas for direct delivery to U.S. companies. Leads are highlighted in the bi-weekly USTDA eNewsletter, [TradePosts](#).

Does your organization have market intelligence that could help other U.S. companies export their goods and services? Let us know. USTDA can share this information with our targeted distribution list of thousands of organizations looking for new overseas opportunities. Your information can also help our staff consider new development projects and strategies for connecting with overseas partners.

You can sign up to receive the TradePosts newsletter, press releases, Market Intelligence and Trade Leads by subscribing on our website. Simply select your sectors and regions of interest at <https://www.ustda.gov/connect/subscribe-ustda-news-and-alerts>.

Cross-Promoting Events & Media Outreach

USTDA helps promote U.S. companies and U.S. government agencies involved in international trade and development. USTDA can market your export-related activities through the TradePosts eNewsletter and on its social media platforms. We can also share your event with our TPCC partners to further recruit participants.

When you are ready to advertise your event, contact USTDA's Digital and Social Media Manager, Ileana Alamo, at ialamo@ustda.gov or 703-875-4357.

Media Outreach

USTDA's Public Affairs team works with media organizations and publications in providing interviews, op-eds and information needed to develop news stories. Our staff can partner with you to create content for your local newspaper or media outlet. Some ideas include providing op-eds on partnership success stories, feature stories from reverse trade mission visits and radio interviews.

Contact Ashley Chang regarding media outreach opportunities and ideas.

Engaging Through Social & Digital Media

USTDA shares its press releases, activities, events, grant signings, business opportunities and trade-related statistics via numerous social media platforms:

- Twitter: <http://www.twitter.com/USTDA>
- LinkedIn: <https://www.linkedin.com/company/u-s--trade-and-development-agency>
- Facebook: <http://www.facebook.com/USTDA>
- YouTube: <http://www.youtube.com/USTDAvideo>
- Flickr: <http://www.flickr.com/USTDAphotos>

Twitter

The Agency's primary social media platform is Twitter: [@USTDA](#). The Agency also developed a hashtag to promote its Making Global Local partners: [#MakingGlobalLocal](#), which is only used on Twitter. You can view the most recent activity by logging into Twitter and typing #MakingGlobalLocal in Twitter's search window toward the top of the screen.

USTDA has also created a Making Global Local member list on Twitter, which the Agency uses to monitor and share tweets and information posted by partner organizations active on Twitter. The Making Global Local list can be viewed here: <https://twitter.com/USTDA/lists/makinggloballocal>.

Please contact Ileana Alamo with any questions or comments regarding social media.

Digital Promotion

USTDA features links to all of its Making Global Local partners' websites at <http://www.ustda.gov/makinggloballocal>.

If you are not already doing so, we encourage you to feature USTDA on your website. You might consider include featuring our Agency logo, Making Global Local logo, or your partner organization badge. If possible, please also consider including the Agency's mission statement as well as a blurb about the Making Global Local program. You can find these logos and other information in the Partner Resources section of our website: <http://www.ustda.gov/makinggloballocal>.

Logos and Badges

USTDA Logo



Making Global Local Logo



Making Global Local Partner Badge



Conclusion

We are pleased with the results that our partner organizations are already achieving from their involvement in Making Global Local and look forward to continuing to explore innovative new ways to collaborate and connect with U.S. companies across the country.

As always, please feel free to contact us if you have any questions, comments or ideas.

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